

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

F732
43
1000
INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

December 23, 1944

No. 90

A VICTORY GARDEN PLATTER was cut yesterday, on one side of which Secretary Wickard and Ernest Moore, Manager of the Victory Garden Program, point out the urgent need for the highest production possible from home gardens in 1945. The other side of the platter is voiced by Moore and H. V. Hochbaum, Chairmen of the 1945 VG Program. They discuss the 10 points outlined by Mr. Hochbaum at the recent National Victory Garden Conference here and which were referred to in the Food Information Calendar of December 2. This transcription is being sent out through usual channels and will likely be scheduled for use about the first of February.

As soon as possible a KIT OF INFORMATION AIDS---fact sheet, suggested newspaper ads, radio scripts, press releases, movies, etc.---will go out to local victory garden committees for their use in getting the coming year's program under way. Watch the Calendar for further information on this.

The December issue of CONSUMERS GUIDE carries a one-page description of a motion picture, now in preparation, that tells the story of School Lunch in America. It is a Quiz Kids show directed by the well-known quizmaster Joe Kelly. This movie is being produced by WFA's Office of Distribution through the facilities of the Department's Motion Picture Service.

SALUTE TO LOCAL PRICE AND RATIONING BOARDS. . . . Plans are taking shape for the celebration in January of the third anniversary of the founding of the volunteer Local War Price and Rationing Boards. The principal objectives of the program are (1) to congratulate the local Boards on a job well done and to encourage their continued efforts for the big jobs that lie ahead, and (2) to maintain public support for the Boards and public understanding of the continued necessity for their activities.

Radio programs throughout the week of January 8 will devote time to commemorating the event and extending congratulatory messages to the Local Boards. Activities will reach a climax on January 11, when a half-hour radio show, written by a leading American playwright and presented over a national hook-up at a time to be announced, will be devoted to the program. The show will be featured by the appearance of several of our leading figures in government. On the same day, women's clubs, service groups, chambers of commerce, and civic organizations are planning luncheons, dinners and other events honoring the Board Members.

LIBRARY
SERIAL RECORD

601 129

U. S. DEPARTMENT OF AGRICULTURE

AGRICULTURAL LEGISLATION December 16, both Houses agreed to the Conference Report on the Crop Insurance Bill (the Bill is now ready for presidential action). December 18, both Houses agreed to the conference report on the first supplemental appropriation bill, 1945, which includes these items:

Farm-labor supply and distribution program (WFA); Appropriates \$20,000,000 for the fiscal year 1945, in addition to the unobligated balance of the present appropriation (estimated at \$8,000,000); provides that not less than \$7,000,000 and not more than \$11,000,000, of the \$20,000,000 shall be apportioned among the States; limits to \$100,000 (of the additional apportionments) the amount which may be spent by the State extension services for labor-supply-center construction; and makes available \$605,228 additional for administrative expenses.

Rural Electrification Administration: To permit an accelerated program in the immediate post-war period and to assist borrowers in expansion of their activities involving additional connections of farms and for improving the service and increasing the capacity of the systems impaired during the war period, \$696,000 (same as Budget estimate).

Conservation and use of agricultural land resources: To increase by \$13,000,000 the limitation on expenditures under the 1944 program of soil-building practices and soil and water-conservation practices established in the 4th proviso clause of the 1944 appropriation, so as to provide for payments to farmers at announced rates even though participation was greater than estimated (Budget estimate; no additional appropriation). (The bill is now ready for presidential action.)

December 20, the President signed a bill authorizing compromise or cancellation of farm indebtedness in certain situations and a bill authorizing additional appropriations for forest roads and trails and farm-to-market roads.

USDA RELEASES OF SPECIAL INTEREST. . . . Frank Hancock named head of CCC--3778; FSA holds line against land inflation--3803; Rough rice made available to army--3811.

- - -

OTHER RELEASES OF AGRICULTURAL IMPORTANCE. . . . Distillers' dried feed industry advisory committee appointed--OPA-5088; Mixed chopped fresh vegetables freed from price control--OPA-5092; Growers' ceiling prices for the 1944 crop of nine types of cigar filler and binder tobaccos--OPA-5090; Ceiling-over-cost method in establishing maximum prices for fresh fruits and vegetables--OWI-3832.

FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

December 30, 1944

No. 91

The NATIONAL FOOD SITUATION. . . . In view of the announcement made last Sunday in OPA press release No. 5120 regarding broad revision of the food rationing program, you may want to give special attention and use to the information contained in the November-December issue of The National Food Situation which is being released today. Here are some excerpts from the Summary:

"When prospective supplies of various foods for the first quarter of 1945 are compared with those available to civilians in the same period of 1944, reductions in the supplies of meat, poultry, butter, evaporated milk, potatoes, fresh vegetables, and perhaps lard will not be entirely compensated for by the expected increases in fluid milk, American cheese, and fruits other than citrus...During 1944 civilians were eating meat at the annual rate of 140 to 145 pounds per capita, 15 to 20 pounds above the 1935-39 average. Total meat supplies in January, February, and March will be smaller than either the first or fourth quarter of 1944 because stocks are low and meat production is expected to be 10 to 12 percent less than in either quarter.

Along with smaller total supplies, war requirements will be larger so civilian supplies of meat may not be much above the 1935-39 average. Civilian pork supplies will continue at the rate of the last few months, which is below the very large quantities which have been available in the past two years...Supplies of eggs are expected to be large enough to permit consumption to continue at record seasonal levels. Poultry supplies will be shorter because of smaller production and large military procurement...Lard production is down considerably from last year's record production because of the big cut in hog slaughter...Fresh vegetable supplies for the next few months may be smaller than last year, but they are expected to be above the pre-war level....Home canned vegetables and fruits and winter storage vegetables from last summer's Victory Gardens will be very useful in supplementing commercially processed vegetables and fruits and fresh market supplies this winter."

* * * * *

FOOD SERVICE TRAINING FOR SCHOOL LUNCH WORKERS is one of the newer aspects of the school lunch program, designed to raise the nutritional level of growing children. Increase in the number of school lunch programs, which last year numbered 30,000, has created a need for workers trained in large quantity cookery and in getting along with others. Large city systems employing paid workers, and county-wide organizations of small schools where volunteer workers are the rule, are giving in-service training in the planning and preparation of school lunches, through lecture-demonstrations and workshops, with assistance from health and food specialists.

* * * * *

Q & A ON FARM LOAN FEATURES OF G. I. BILL. . . . Primarily for the use of County Agents and County Veteran Agricultural Advisory Committees a question and answer leaflet on the farm loan guaranty features of the G. I. Bill is in preparation by Paul Kepner of Extension. A limited number of copies should soon be available for other distribution.

SUPPORT FOR NEXT YEAR'S VICTORY GARDENS. . . . During the week representatives of the Office of Information met with representatives of the Office of War Information and the War Advertising Council to officially request their full support of the 1945 Victory Garden and Home Canning programs. While time will prevent maximum use of advertising in National magazines, assurance was given by OWI and the War Advertising Council that full use will be made of all other media.

The Victory Garden kit of informational aids, mentioned in last week's Calendar, is nearing completion and should be ready for distribution in about 10 days. Plans are now being made for an information kit on Home Canning for use in connection with the 1945 home canning campaign, about which the Calendar will keep you currently informed.

* * * * *

The RECENTLY REVIVED FEDERAL CROP INSURANCE PROGRAM will be discussed on the January 6 Farm and Home Hour by FCIC Manager J. Carl Wright and Connie B. Gay of the Radio Service. On another section of the program some 4-H Club news will be heard from 4-H Club Member Donald Knight of Street, Md., and Al Bond of the Radio Service. BFN&HE's Ruth Van Deman will be on hand with the usual round-up of Homemaker's News and Information.

* * * * *

AGRICULTURAL LEGISLATION. . . . December 22, the President signed the first supplemental appropriation act, 1945, the provisions of which were mentioned in last week's Calendar. December 23, the President signed a bill to amend the Federal Crop Insurance Act so as to provide for insurance on wheat, cotton, and flax; authorize trial insurance on other crops; provide for reserves against unforeseen losses; and authorize appropriation of \$30,000 for incentive payments for flax producers.

* * * * *

USDA RELEASES OF SPECIAL IMPORTANCE. . . . WFA 1945 wool purchase program--3812; Lend-lease deliveries decline in November--3832; Argentine reports greatly reduced wheat and flaxseed crops--3834; Large imports of Argentine alfalfa seed causing concern--3835; Oregon, Idaho boards may rule on wage increases or decreases--3838.

- - -

OTHER RELEASES OF AGRICULTURAL IMPORTANCE. . . . Grower prices announced for 1945 Burley Tobacco--OPA-T-2866; Veterans exempt from certain OPA housing requirements--OPA-5110; Revision of food rationing program--OPA-T-2864; Higher ceiling prices for eggplant and sweet peppers announced--OPA-5119; Destroy all invalid food ration stamps--OPA-5123.

* * * * *

CONSUMER TIME's radio show for January 6 has to do with the Fat Salvage Campaign. Listeners will be urged to save every drop of fat and an explanation will be given on where salvage fats go and why it continues to be necessary for homemakers to turn in every last spoonful. . . The January 13 Consumer Time program is scheduled to be about the poultry situation.

* * * * *

CHECK LIST OF DEPARTMENT PUBLICATIONS that have come off the press within the past week or so: A Consumers' Guide to U.S. Standards for Farm Products, Misc. Pub. No. 553, 20 pages; Pruning and Training Tomatoes in the South, Circ. No. 712, 16 pages including literature citations; Dresses and Aprons for Work in the Home, Farmers' Bulletin No. 1963, 16 pages illustrated; The Beef Calf--Its Growth and Development, Farmers' Bulletin No. 1135, 32 pages (a revision of an earlier edition).